

BODY POSITIVITY

By: Aarya Raj, Kayley Yoo, Drina Agojci,
Esther Song, Aubrey Fongsaly

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What the Body Positivity Movement is:

Definition: Body Positivity is the idea that all human beings should have a positive body image, while challenging the social standards of how the ideal body is supposed to look.

This movement accepts all body types regardless of any factor:

- Size
- Gender
- Race
- Physical Ability
- Appearance



How and Why this movement began:

How are people with different body types being treated?

How and Why this movement began:

Body **Positivity** Movement:

- Following the **Victorian Dress Reform Movement** (put an end to the trend of tight lacing corsets in the 1850's, the 'fat acceptance movement' of the '60s, and Second Wave feminism in the '90s) **2012** was a time when more women challenged beauty standards
- In **2016**, Mattel released a new line of Barbie dolls with more than one type of body
 - However these dolls only came with three different body shapes (curvy, petite, and tall), and were still written off as unrealistic

"The Body Neutrality Movement"

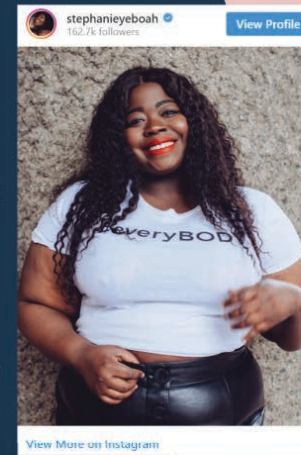
"The Body Neutrality Movement"

Body **Neutrality** Movement:

- During one of her campaigns with Metro, blogger and author Stephanie Yeboah wrote:

"The body positivity movement that we all recognise today does not centre fat people anymore. It has become simply another safe space for slimmer people to feel good about their bodies in a society that already does that for them."

- If we think of the body as a vehicle, the body **neutrality** movement would be the car that gets you from point A to B. It **doesn't compare** itself with others, and it doesn't feel the need to be **upgraded** each time a new model is released



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How and Why this movement began:

How are people with different body types being treated?

How people with different body types are being treated:

Listed below are some of the numerous ways in which people of different shapes and sizes are being treated:

- Giving a lower pay to plus-sized workers
 - According to the "British Medical Journal", women who weigh even **15 pounds more** than their peers are paid **over \$1,600 less** annually
- Doctors discriminating against plus-size patients
 - According to multiple studies, some doctors prescribe plus-size patients **weight-loss methods not approved by the FDA** while some spend less time with them, and don't talk as much about medical history and lifestyle with those patients
- "Fat Taxes"
 - A **"fat tax"** is a term used when a clothing brand **charges more for larger sizes** than it does for smaller ones

"Fat Tax" Example

The screenshot displays the Boohoo mobile app interface. At the top, there is a navigation bar with a menu icon, a heart icon, the 'boohoo' logo, and a search icon. Below the navigation bar, there are two product listings. The first listing on the right features a woman in a black lace dress, with the text 'Boutique Inara Lace Cap Sleeve Maxi Dress', product code 'DZZ64491', and a price of '£30.00'. The second listing on the left features a woman in a black lace dress, with the text 'Plus Ella Lace Maxi Dress With Cap Sleeve', product code 'PZZ90340', and a price of '£35.00'. Below the product listings, there is a pink banner with the text 'BOOHOO.COM', 'FAT TAX', 'STOP CHARGING PLUS SIZE WOMEN MORE, YEAH?', and 'FREE TO BE OK WITH ME'.

boohoo

Boutique Inara Lace Cap Sleeve Maxi Dress

Product code: DZZ64491

£30.00

BOOHOO.COM

FAT TAX

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The body positivity movement, we are the most familiar with, emerged in **2012** with the focus of challenging unrealistic beauty standards portrayed by the media. However, the idea behind the term "body positivity" can be dated back even further to to the **Victorian Dress Reform Movement**. This movement began the fight for women to forgo extreme corseting and body mutilations in order to fit the current standard of beauty (petite waist / hourglass figure).

Timeline

Pictures



1960s: Lew Louderback kick-started a new movement to end fat-shaming with publishing an essay called “More People Should Be Fat”, critiqued the way fat people were treated in America.

1969: National Association to Advance Fat Acceptance was founded to change how people talk about weight

1996: Thebodypositive.org was founded by Connie Sobczak and Elizabeth Scott with a mission that involves professional training and making a better world for women with less standards to follow from the media.

2012: The body positive movement we are the most familiar with began, the message began shifting to “all bodies are beautiful” instead of weight acceptance as the movement gained popularity.

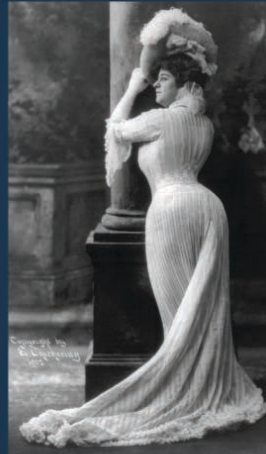
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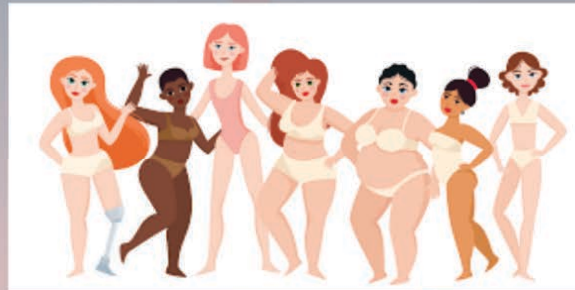
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Importance of Body Positivity:

The body positivity movement promotes **acceptance** of **all different body types** and increase in self image. This is especially important in our current era of social media where there are **constant** comparisons made between the image of society's perfect body and other body types. Social media and Photoshop make it easier for these comparisons to occur as they promote an **unrealistic body** which only increases the need for the movement.



Social
Media

Photoshop

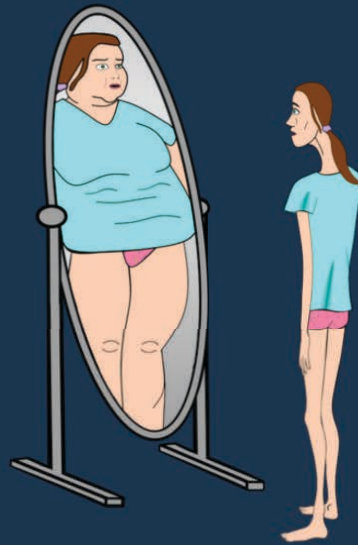
How Social Media affects BP:

Social media allows for widespread sharing of photos and videos from people around the world. It has an **effect** on many people's **body image** and **self esteem** when they can see thousands of photos of society's standard of attractive people in a matter of **one click**. As a result they compare themselves with these photos and lower their own body image

Negative Effects



The effects of seeing "**perfect**" bodies on social media can lead to a lot of **pressure** on people to look like society's version of perfect. As a result, they may experience lower self esteem or even develop eating disorders.



How Social Media affects BP:

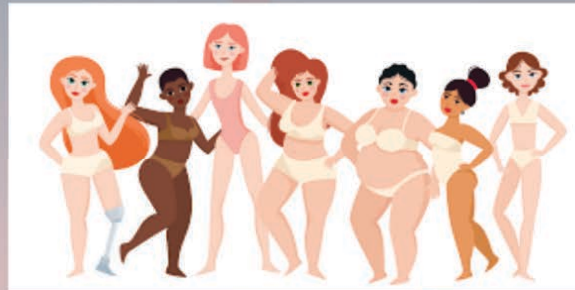
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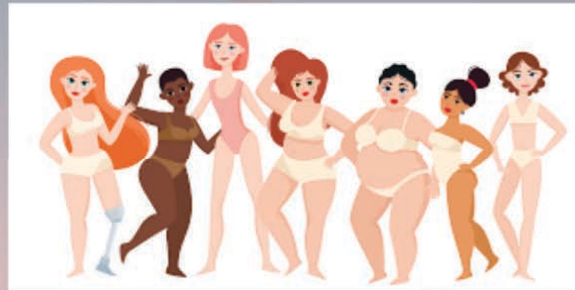
How Photoshop affects BP:

Photoshop allows for **drastic changes** to be made to faces and bodies in photos. Sometimes people won't think to themselves that a photo has been altered and create **unrealistic expectations** for their own bodies. This affects body positivity because instead of people accepting and loving their bodies, they compare themselves to a **computer generated** "perfect" body



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Body Image Law:

Body Image Law refers to the development of governmental actions that include:

- A minimum Body Mass Index to become a model
- A warning on any photoshopped image
- preventing any photoshopping to make models thinner
- Requiring a diverse range of clothing sizes
- Forbidding certain words from describing models (e.g. "plus size")

Goals

Impacts



Goals of Body Image Law:

Governments strive to shield the vulnerable

- Negative body image can lead to both health and emotional problems
 - Eating disorders
 - Depression/lower self esteem
- Break cultural standards of beauty
 - Western standards: thin
- Allow young girls to realize that edited advertisements are not real people



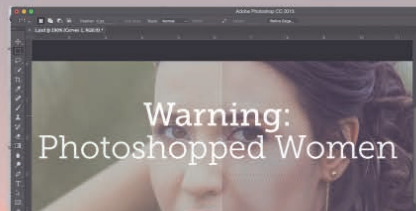
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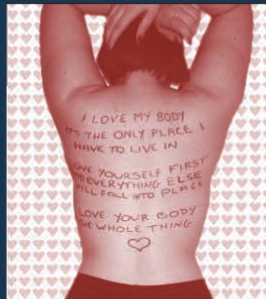
Impacts:

The positive impacts of Body Image Law:

- Raised awareness on the importance of body image
- Raised awareness about eating disorders

Body Image Law was established during the recent decade in Israel and since then passed in countries including:

- France
- Spain
- Italy
- Brazil
- India



How about the USA?

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Although the United States of America does not have any legislation related to body image, some examples of protection include:

- The Council of Fashion Designers of America requiring those in the fashion industry to learn how to prevent and identify models with eating disorders
- Companies enforcing the idea of truthful advertising
 - AerieReal campaign uses unaltered pictures



More Initiative

Implementation in the USA:

Possible initiatives to implement in the United States:

- Body Image education provided in schools
- a required warning sign on advertisements
- requiring a diversity in size and race of models
- requiring a diversity in clothing sizes
 - e.g. Brandy Melville's one size only



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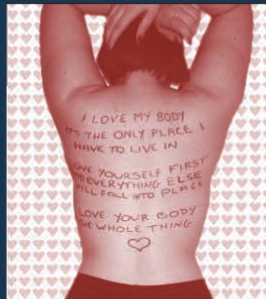
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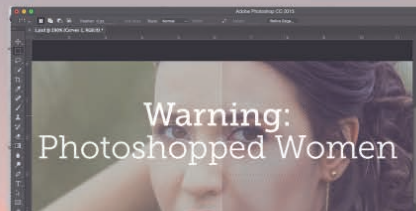
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How to Help:

Despite the multiple successes in spreading awareness of body positivity, the United States still struggles with full acceptance today. Today, we are still dealing with fat shaming, stigmatization, normalization of Photoshop, and extreme beauty standards.

However, people need to keep fighting. Here's how you can do your part --->



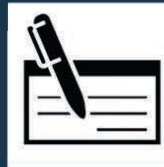
Donate

Learn and
Educate

Donate:

There are many organizations such as NAAFA (National Association to Advance Fat Acceptance) that are open to taking donations. There are also a wide variety of funds to donate to, such as the Equality at Every Size campaign and the End Bullying Now campaign.

<https://naafa.org/joindonate>



Donate

Donate:

You could also donate to ASDAH (Association for Size Diversity and Health) aimed at spreading body positivity and stopping weight discrimination in everyday life.

Beauty Redefined is another organization willing to take donations in order to support the effort of countervailing messages from the media or society that may damage maintaining a positive body image.

<https://www.sizediversityandhealth.org/content.asp?id=43>

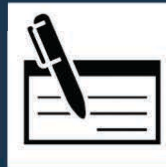
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Social media is arguably one of the most powerful tools that has the ability to ignite change. If we use social media as a tool to educate people, we can promote body positivity easily on different platforms. Maybe one positive comment, compliment, or post dedicated to body positivity could help educate someone.



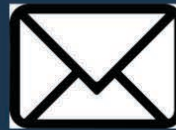
Write

Write a Letter:

In our media, there can be harmful messages in movies, television shows, or commercials that body shame or promote only one standard of beauty to impressionable audiences.

As viewers and consumers of this kind of content, we can choose to have a voice and to speak up by writing a letter to producers, film makers, and directors.

When writing, be sure to be polite and direct. Explain what might have been problematic and why everyone should make an effort to be inclusive.



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Importance to us:

Aarya: The Body Positivity Movement is a very important subject in today's modern world as young children are growing up with social media, and are constantly having to look at what society says the ideal male or female should look like.

Drina: The Body Positivity movement is important as it helps to promote self love despite the very prevalent ideals society has created for what is considered "beautiful", especially for teens who already experience pressure to fit in.

Kayley: As teenagers in today's world, the Body Positivity Movement is important in order to spread awareness and encourage the acceptance of self and others as well.

Aubrey: Learning to accept your body and finding healthy ways to change your lifestyle is important because there needs to be more messages spreading the strength self confidence can have on your overall well-being.

Esther: With the constant pressure from society to conform into specific beauty standards, it can feel suffocating at times. It's important to have that empowerment and confidence in yourself that body positivity can help provide.

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